

MEMORANDUM

Agenda Item No. 10(A)(1)

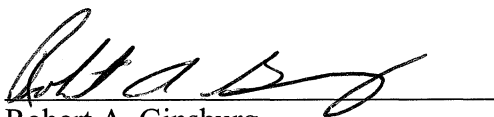
TO: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

DATE: December 14, 2004

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Resolution requesting County
Manager to implement a
procedure for the
Communications Dept. to
monitor media coverage

The accompanying resolution was prepared and placed on the agenda at the request of
Commissioner Rebeca Sosa.


Robert A. Ginsburg
County Attorney

RAG/bw



MEMORANDUM

(Revised)

TO: Honorable Chairman Joe A. Martinez **DATE:** December 14, 2004
and Members, Board of County Commissioners

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Agenda Item No. 10(A)(1)

Please note any items checked.

- ☐ "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Bid waiver requiring County Manager's written recommendation
- ☐ Ordinance creating a new board requires detailed County Manager's report for public hearing
- ☐ Housekeeping item (no policy decision required)
- ☐ No committee review

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 10(A)(1)

12-14-04

RESOLUTION NO. _____

RESOLUTION DIRECTING COUNTY MANAGER TO
IMPLEMENT A PROCEDURE FOR THE COMMUNICATIONS
DEPARTMENT TO MONITOR MEDIA COVERAGE OF THE
COUNTY

WHEREAS, radio, television and the print media regularly produce programs and publish articles which discuss the various events, activities and policies of the County, its departments, officials and employees; and

WHEREAS, certain of these programs and articles contain inaccurate information; and

WHEREAS, the residents of Miami-Dade County should have a fair and accurate picture of the activities of the County and its officials and employees,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. The County Manager is directed to utilize the Communications Department to implement a process whereby (a) all radio and television programs relating to local government, and (b) all locally published newspapers be fully monitored so that the County administration is at all times aware of all local commentary. This monitoring shall be done in all communities and in English, Spanish and Creole.

Section 2. The process developed by the Manager shall require that in the event information that is disseminated is inaccurate, the Communications Department shall notify the affected County agency, department, or official, and then meet with the affected media outlet in an attempt to secure a prompt clarification of the inaccuracy.

Section 3. The County Manager shall report back to this Commission by the first meeting in February, 2005 detailing the process to be implemented.

The foregoing resolution was sponsored by Commissioner Rebeca Sosa and offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

Joe A. Martinez, Chairman	
Dennis C. Moss, Vice-Chairman	
Bruno A. Barreiro	Dr. Barbara Carey-Shuler
Jose "Pepe" Diaz	Carlos A. Gimenez
Sally A. Heyman	Barbara J. Jordan
Dorin D. Rolle	Natacha Seijas
Katy Sorenson	Rebeca Sosa
Sen. Javier D. Souto	

The Chairperson thereupon declared the resolution duly passed and adopted this 14th day of December, 2004. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.



Murray A. Greenberg

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